

# **EXHIBIT 80**

## **REDACTED**

## Dynamic Sell-side Revshare on AdX

Date: May 9, 2014

Authors: [REDACTED]@google.com>, [REDACTED]@google.com>

With inputs from [REDACTED]  
[REDACTED]  
[REDACTED]

### Dynamic Sellside Revshare on AdX

#### Goal

#### Background

#### AdX Auction with Dynamic Sell-side Revshare

#### Cases

#### Programmatic Reservation and Fixed CPM deals

#### Self-bought Inventory

#### Passback Chains

#### AdX Serving Changes

#### Sell-side revshare

#### AdX Simulation

#### Reserve Price seen by AdX Buyers

#### Launch Plan

#### Throttling

#### Measuring AdX margin

#### Probabilistic Throttling

#### Throttling on a per buyer basis

#### Throttling during ramp-up

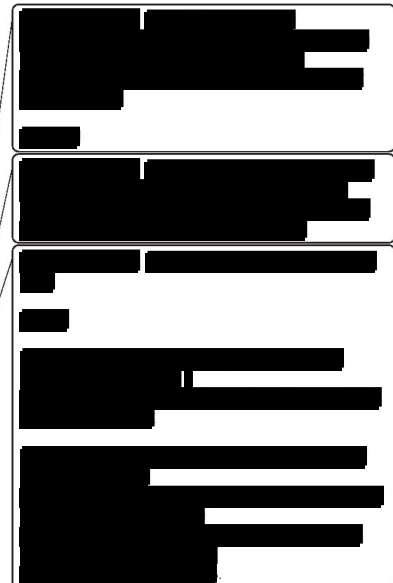
### **Goal**

We would like to allow dynamic sell-side revshare on AdX so that transactions that would have not been cleared because of fixed sell-side revshare can be cleared. This is for increasing matching rate on AdX and revenue. The expected revenue impact is [REDACTED] with overall AdX margin at [REDACTED]. See [REDACTED] original [doc](#) for more analysis.

This document describes the AdX serving change for running dynamic sell-side revshare experiments.

### **Background**

Currently AdX takes a fixed 20% revshare from transactions for all buyers (AdWords or RTB buyers). The 20% AdX revshare is called **sell-side** revshare, in contrast to additional [REDACTED] **buy-side** revshare Google take for AdWords buyers. Dynamic buy-side revshare has been launched with positive outcome. This launch focuses on sell-side revshare.



	AdWord 1	AdWord 2	RTB
Bid entering AdX	█	█	█
█	█	█	█
█	█	█	█

When a request from AdX seller comes, AdX solicits bids from AdWords and RTB buyers.

AdWord bid: █  
AdWord bid 2: █  
RTB bid: █

█  
█  
█

█  
█  
█

█  
█  
█

█  
█  
█

█  
█  
█

█  
█  
█

█

█

█

█

█

[REDACTED]

[REDACTED]

Cases

Programmatic Reservation and Fixed CPM deals

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

## Redacted - Privilege

Redacted - Privilege

### Self-bought Inventory

Self-bought ad (buyer and seller are the same entity, that is, publisher) takes a smaller than usual sell side revshare. The underlying implementation is done

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Comment [17]:** Was this resolved?

**Comment [18]:** No, this is still open and need more thoughts.

[REDACTED]